and should cover 4% of the surface area of the side of the pack. The words "Tar" and "Nicotine" should precede the figures, thus, for example : "Nicotine : 1.0 mg".

The words "For duty-free sale only" should appear on the upper half of one side of the pack.

These rules apply to cigarette packs only and not to bundles or cartons.

Distribution

J. Bangerter
R. Behrend
M. Dawidowicz
G. de Bruin
P. Degola
A. Fernandez
P. Hendrys
J. Hogan
H.R. Keller
S. Langelier
A. Martins
L. Peuckert
A. Reiman
C. Rodriguez
G. Segre
R. Thomas
W. Tschudin
I. Watt

For info :

F. H. Dulles, (EEMA)
L. Greher, (Rye-Brook)
T. Krell, (EEMA)
L. Pollak, (Rye-Brook)

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Source: https://www.industrydocuments.ucsf.edu/docs/zqdk0000

EEC

① cc ST
② file HW proj ✓

PHILIP MORRIS
EEC REGION
BRILLANCOURT 1001 LAUSANNE

INTER-OFFICE CORRESPONDENCE

TO : Distribution September 28, 1992

From : H.S. Brass c.c.: W. Thoma

Subject : **Health warnings in EEC Duty-Free**

The decision has been taken that implementation of the Company's decision to apply health warnings to all products will be as follows with respect to EEC Duty-Free cigarettes which do not already carry warnings.

On the front of the pack : -

Source : EEC Council Directive 89/622/EEC.
TOBACCO SERIOUSLY DAMAGES HEALTH

On the back of the pack : -

The following warnings, rotated one at a time with equal frequency : -

Source : EEC Council Directive 89/622/EEC.
SMOKING CAUSES CANCER

and

Source : EEC Council Directive 89/622/EEC.
SMOKING CAUSES HEART DISEASE

All the above warnings will be in English. The warnings will cover 4% of the front and back of the pack. The space taken up by the attribution will not count towards the 4%.

On one side of the pack : -

Tar yield statements, rounded to the nearest whole number, and nicotine yield statements, rounded to one decimal place. Both statements must be expressed in milligrams, in English,

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Source: https://www.industrydocuments.ucsf.edu/docs/zqdk0000